

Step Forward with the Leaders!

SUMMER GLASSWARE SPECIALS

The large chains are featuring ANCHOR HOCKING Glassware more than ever before. They know that ANCHOR HOCKING Glassware is the line that SELLS BEST—with a good PROFIT. Here is a typical window of one of the LEADING CHAINS featuring a group of SUMMER GLASSWARE SPECIALS recently developed by us. This is an EXCLUSIVE ANCHOR HOCKING window. A window of another leading Chain featuring this same ware is shown on the back cover.

RETURN TO DESIGN DIV.



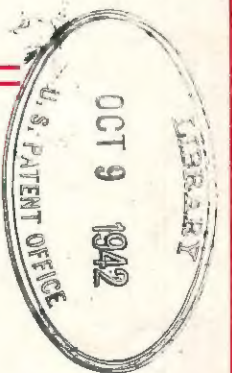
All of these items are available to you for immediate shipment. A small investment today will enable you to feature the same ware that all nation-wide chains are now offering. On the inside spread you will find the complete assortment of these SUMMER GLASSWARE SPECIALS that are shown in these windows.

THIS IS YOUR OPPORTUNITY

With the ever increasing shortage of metal utensils for Kitchen use, glassware is rapidly becoming one of the really important departments in the large chains. More counter space is being given it and promotions are becoming more frequent. Wide-awake Store Managers know that they must look to glassware, if they are going to maintain their Dollar Volume in household goods. This is your opportunity to do the greatest glassware selling job in your history.

ANCHOR HOCKING GLASS CORPORATION

LANCASTER, OHIO, U. S. A.



Page 1

SUMMER GLASS

Anchor Hocking
1942

TIMELY items at **REAL BARGAIN** prices that your customers will stop and buy. These are the values that are helping the large chains break all glassware sales records for this season of the year. These are the items that YOU should pile out on your counter and feature in your display win-

CRACKLED ICED TEA GLASS AND PITCHER



NO. 1558

NO. 1587

"JEWEL" TUMBLER AND SHERBET



NO. 1821

NO. 1820

IVORY GLASS DINNERWARE SET



SET NO. W3800/1

37 OUNCE MILK PITCHER



NO. 2059

7 PCE. CRYSTAL DESSERT SET



SET
NO. 410

SET NO. 700

"ROYAL RUBY" DESSERT SET



NO. A1778

NO. A1774

Summer Glas

- 1558—14 oz. Iced Tea "Crack
- 1587—80 oz. Pitcher "Crackle
(Display as a 7-Pce. Iced
- 1821—9½ oz. Tall Tumbler...
- 1820—3¾" Footed Sherbet...
- 2059—37 oz. Water or Milk P
- 5096—½ gal. Cookie Jar and
- 410—6 Pce. Refrigerator Jar
Consists of:—
1—247 Jar & Cover
1—712 Jar & Cover
1—716 Jar & Cover
DISPLAY IN PYRAMID F
- 425—4 Pce. Kitchen Bowl S
Consists of:—
1—761 Bowl
1—786 Bowl
1—796 Bowl
1—797 Bowl
- 799—9" Kitchen Bowl.....
- 800/123—2 Pce. Dessert Set
Consists of:—
1—846 Dessert
1—847 Leaf Plate
- 700/556—7 Pce. Dessert or B
Consists of:—
6—764 Desserts
1—767 Bowl
- A1774—4½" Dessert—Ruby
- A1778—8½" Bowl—Ruby
- W53/610—9" Vase—Red Chi
- W53/611—9" Vase—Blue Chi
- W53/612—9" Vase—Red Fla
- W53/613—9" Vase—Blue Fla
- (Only one decoration to a
- W3800/1—16 Pce. Ivory Dinn
Open the carton, displaying
16 pieces in front of carton.
- B3400/25—8 Pce. "Fire-King"
Open the carton, displaying
8 pieces in front of carton.

6 PCE. REFRIGE



WARE SPECIALS

Now if you want to do the greatest glassware selling job in your history. There is not one item in this group that will not be a big seller.

You may order any individual item you wish from this group, but we urge you to order a complete assortment for each store.

Glassware Specials

	DOZ. TO CTN.	WT. OF CTN.
Design "A"	6	33#
Design "B"	1	39#
Set—50c		
	8	50#
	8	35#
Cher	2	29#
Cover	2	44#
Set	3	127#
Dz. Sets		
(Bulk packed in 3 cartons)		
Design "C"	6	264#
Dz. Sets		
(Bulk packed in 5 cartons)		
	1	29#
	6	99#
Dz. Sets		
(Bulk packed in 3 cartons)		
Berry Set	2	88#
Dz. Sets		
(Bulk packed in 2 cartons)		
	6	28#
	1	17#
Set	1	20#
Set	1	20#
Set	1	20#
Set	1	20#
Set	6	57#
Sets		
Ovenware Set	6	39#
Sets		

COOKIE JAR
AND COVER



NO. 5096

4 PCE. KITCHEN BOWL SET



SET
NO. 425

INTRODUCTORY "FIRE-KING" SET



SET NO. B3400/25

IVORY GLASS VASES



NO. W53/612

NO. W53/611

NO. W53/613

2 PCE. DESSERT SET



SET
NO. 800/123

EXTRA LARGE
KITCHEN BOWL



NO. 799

Window Displays Sell Glassware

Below is another strong Glassware window by one of the LEADING nation-wide chains. Display windows such as this tell the side-walk traffic that a very complete line of glassware is being offered by this store. Customers looking for Glassware prefer to patronize the stores where they know complete lines are being offered. Besides, GLASSWARE is a recognized store-traffic producer.

Ask YOURSELF how long has it been since your stores put in COMPLETE GLASSWARE windows? Anyway, now is the time, while the summer season is just starting, to prepare for a good Glassware window with timely, hot-weather specials. Our "SUMMER GLASSWARE SPECIALS" will give you the right material for the best glassware window you have EVER had, and the results will pay you handsomely for your effort.

SUMMER GLASSWARE



POOL CARS

Remember when you buy glassware from ANCHOR HOCKING you are assured of receiving the ware at the lowest possible laid-down cost—this because of our very extensive Pool Car service. Generally speaking, if your stores are located within a radius of 50 miles from any principal city they will automatically get the benefit of our Pool Car service, which means a substantial saving in freight charges over L. C. L. freight shipments.

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Page 4